

 **FUJIFILM**
I&I-Imaging & Information

1.5 MEGA
PIXELS

3× ZOOM

New

FUJIFILM DIGITAL CAMERA
MX-1700
ZOOM

*Now Everything Is
Going Your Way*





*3× Zooming Shrinks
Distances,
Svelte Design Ignores
Them*

The MX-1700 Zoom goes from strength to strength. You'll notice the difference as soon as you pick up the world's smallest and lightest 1.5-megapixel digital camera with a 3x zoom lens*. If you take a moment to experiment with the lens, you'll smile at the creative possibilities. And when you see the performance of the CCD and image processing, your eyes will open to their pedigree.

Right down to the aluminum-magnesium alloy finish, none of it should come as a surprise. Once again, Fujifilm has set the standard — but that's only what digital connoisseurs have come to expect.

*As of August 1999.



FUJIFILM
Digital Camera **MX-1700**
ZOOM

Sample images in this brochure were taken with the MX-1700 Zoom. (Excepting product shots.)

Make a Go of It

Everything Is Possible

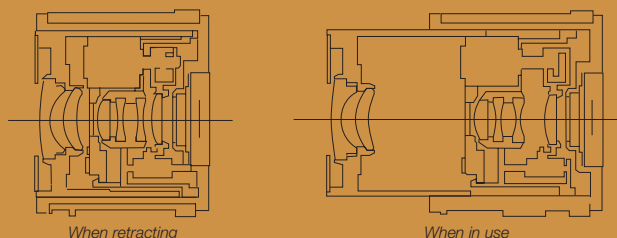
You might think that a 3x optical zoom lens simply couldn't fit in an ultracompact case that's only 33.4 mm/1.3 in. thin. But it's the "impossible" challenges that make Fujifilm engineers work even harder.

With the MX-1700 Zoom, they came up with a specially developed lens that does more with less. It has six lens elements in six groups including aspherical lens to deliver the 38–114 mm coverage of a 35 mm camera. And you can combine it with the Digital 2x Telephoto Mode for a maximum effect of 6x. The retractable structure, where internal lenses are spaced at extremely narrow intervals, has prompted us to create a camera this slim.

See for Yourself

The MX-1700's new Super EBC Fujinon lens is the same kind acclaimed for the precision it brings to professional broadcast cameras. The exclusive EBC multi-coating makes the most of the high-resolution CCD and ensures that colors are natural and true. Just look at the sharpness and contrast of samples, and then check how flare and other distortion have been minimized. Your conclusion will be very clear.

New Ultra-Slim Zoom Lens



114 mm (3x optical Zoom Setting)



228 mm (Digital 2x at 3x optical Zoom Setting)



Talented Slim

Everyone wants the versatility and creativity of a zoom lens. But no one wants to be loaded down with unnecessary bulk and weight. And that's why the MX-1700 Zoom stands apart.

The difference starts with one essential fact: This pocket-size model is the smallest and lightest 1.5-megapixel digital camera with a 3x zoom lens*, when you switch off the power, the lens retracts to the surface of the camera. The ergonomic contours are made to fit your hand, and the human engineering is matched with confident styling. Not only durable, the aluminum-magnesium alloy speaks for attention to detail inside and out.

**As of August 1999.*

Take Care

At every step, the MX-1700 is designed for simplicity as well as precision.

Just look at the way the high-performance Fujinon zoom lens works. When you slide the POWER Switch, the lens cover will open and the lens will extend. When you're finished shooting, simply turn off the power. The lens will retract and the sliding barrier will shield it again. From start to finish, everything is controlled automatically.

Like the rest of the camera, the cover is finished in an aluminum-magnesium alloy to create a sophisticated look. Convenient, trim and smooth — that's what the design of the MX-1700 Zoom is all about. All the time.

It All Fits Beautifully

Passport to Performance

Engineered to Excel

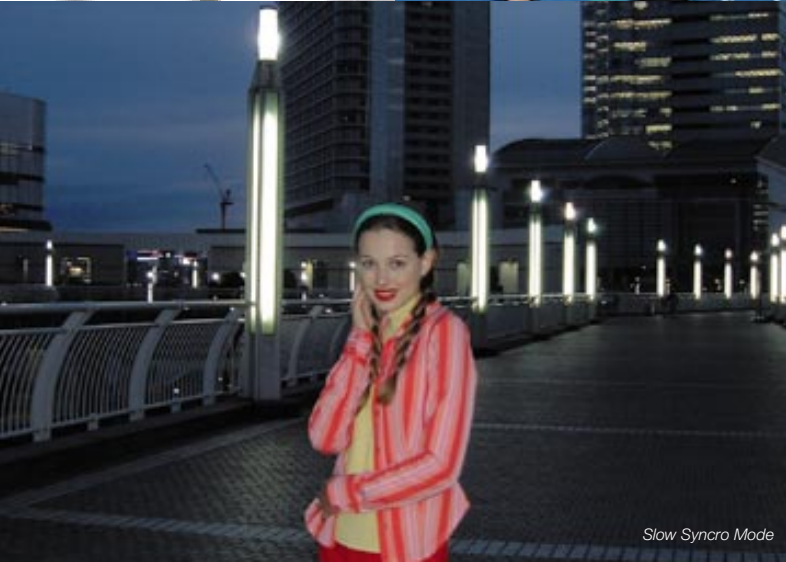
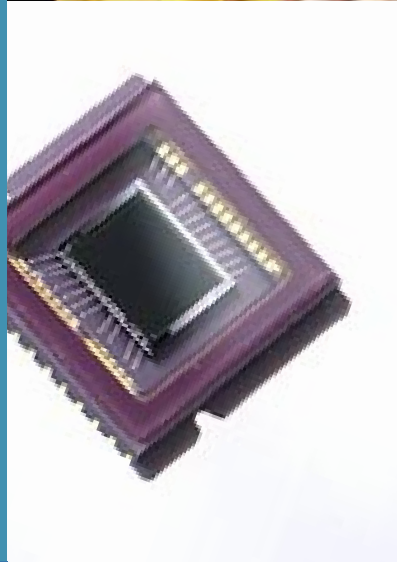
Fujifilm has always written the book for image quality, so it's no wonder that the MX-1700 Zoom has added a chapter.

With its 1.5 million square pixels, the 1/2.2-inch CCD delivers a sharp image. It's so precise that you can capture large, high-quality shots with $1,280 \times 1,024$ pixels. And every other aspect makes good on this promise.

To bring out every tone and gradation, the spectral characteristics of the RGB Primary-color filter have been tweaked again and again. When you examine an image closely, you'll see Fujifilm's decades of expertise in skin tones that look the way they should and landscapes that come out just as you remember the scene. Whether it's the leaves on the trees or the blue of the sky, the palette of colors speaks for someone who cares about quality. And knows what it takes.

Ready When You Are

Dual RISC processors with on-board DRAM keep you shooting instead of passing the time as the camera starts up or records an image. Along with Fujifilm's original image processing algorithm, they're your assurance of fast response and sharp, vibrant images.



Brainpower

The MX-1700 Zoom has all the automation needed to turn good ideas into great images. To achieve great results the easy way, choose the Auto Mode and think about your subject instead of the controls. The Intelligent Auto White Balance adjusts immediately to the lighting and your subject, while the Autofocus system matches speed with accuracy. And the Programmed AE system picks the right combination with TTL metering across 64 zones.

All Yours

Even though the MX-1700 Zoom's automation is thoroughgoing, you can always add a personal touch. If your subject is moving fast, select the Continuous Mode to capture up to nine frames at approximately 3 frames/sec. (640×480 pixels) For extreme close-ups — which add to the impact of nature photography — switch to the Macro Mode to move in as close as 25 cm/9.8 in.

When the lighting is difficult, use Exposure Compensation or choose from the Manual White Balance's six steps for natural and artificial light. You can also adjust the intensity of the flash, and the five flash modes include Slow Synchro to create the flowing effect of moving lights after dark. You'll also have Daylight Synchro to get rid of shadows when you're shooting during the daytime.

Feel Free

Slow Synchro Mode

Everything in Its Place

The Image Keeper

There's no worry about capacity when images are recorded on removable SmartMedia™ Cards. They hold up to 32 MB, and they're ultracompact so it's easy to take an extra one along.

Simple but Multi

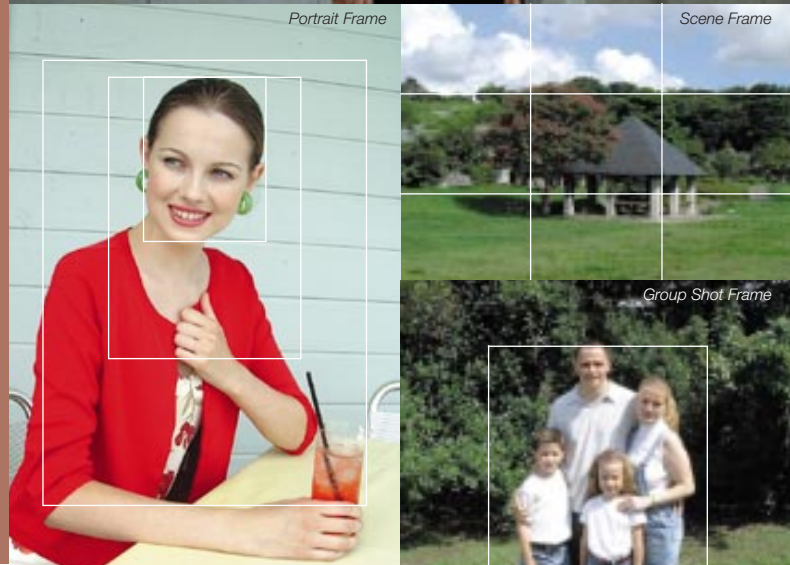
Here's the sure and simple way to take the questions out of composition. When you see your subject in the LCD Monitor, press the DISP Button. Then use the Four-Direction Button to select the appropriate Framing Guideline from the three on the right side of the display. It'll show you how to adjust the balance so the shot comes out even better than expected.

Point, Shoot, Check

Picking from a lot of functions doesn't have to be confusing. Just use the Mode Dial and Four-Direction Button to get to the settings very easily and fast.

Preview and Review

Made of low-temperature polysilicon, the 2-inch LCD Monitor serves as a viewfinder, and it's at hand for checking your shots right away. Indoors or outside, its 130,000 pixels produce a sharp, crisp image. And clear Optical Viewfinder simplifies composition and energy efficient.



Lots of Shots

The circuitry is so efficient that the MX-1700 Zoom's lithium-ion battery keeps on going for maximum 300* shots available. Since it's rechargeable, you'll save money and minimize the impact on the environment.

** Based on Fujifilm's test results, with the flash used half the time and the LCD Monitor off. Actual performance may vary according to shooting and operating conditions.*

Very Diplomatic

DPOF (Digital Print Order Format) compatibility makes it easy to process your order at a service bureau and to printout at home. MX-1700 Zoom is also based on Design rule for Camera File system. Therefore you can share SmartMedia™ Cards interchangeably with other digital cameras that have the same system.

Just Imagine

Even after you've taken a shot, the MX-1700 Zoom can do more. In the Effects Mode, you can add a sepia tone, a cross-filter or other digital treatment to your images. Just imagine the possibilities!

True to Life

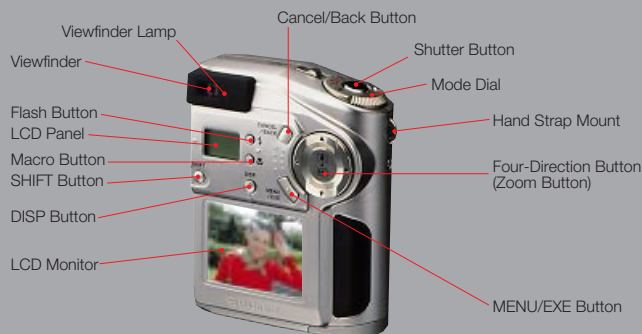
The Digital Printer NX-70 is available separately for photorealistic 306-dpi output with the quality of Fujifilm's exclusive Thermo-Autochrome (TA) system. The SmartMedia™ Card slot lets you print directly without transferring data to a PC. Along with A6-size prints, there's multiple 2-cut, 4-cut or 16-cut output. Three kinds of sticker sheets are also available for printing.



Your Digital Partner



NOMENCLATURE



SPECIFICATIONS

DIGITAL CAMERA MX-1700 ZOOM

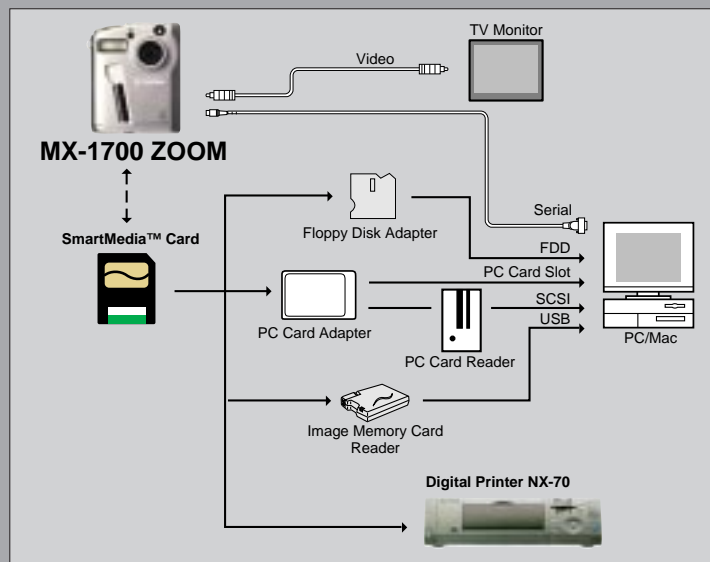
CCD sensor	1/2.2-inch CCD with 1.5 million square pixels				
Resolution	1,280 × 1,024 / 640 × 480 pixels				
File format	JPEG (Exif 2.1) with 3 compression levels (1/4, 1/8, 1/16)				
Storage media	3.3V SmartMedia™ Cards (2–32 MB)				
Number of images	Mode	MG-4S	MG-8S	MG-16S	MG-32S
	Fine (1/4)	5	11	23	48
	Normal (1/8)	11	23	46	94
	Basic (1/16)	22	44	89	180
Lens and focal length	Super EBC Fujinon zoom lens, equivalent to 38–114 mm on a 35 mm camera				
Focus distance	Normal: 0.8 m/2.6 ft. to infinity Macro: 25 cm/9.8 in. to 0.8 m/2.6 ft.				
Aperture	F3.2/7.0 (wide-angle) to F5.0/11.5 (telephoto)				
Viewfinder	Real-image optical viewfinder with approx. 80% frame coverage				
Exposure control	64-zone TTL metering, Programmed AE (Exposure Compensation in the Manual Mode)				
Sensitivity	Equivalent to ISO 125				
Electronic shutter	Variable-speed, 1/4 to 1/2,000 sec.				
White balance	Auto, Manual [Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light]				
Flash	Auto flash with flash control sensor Effective range: Approx. 0.25 m/9.8 in. to 3 m/9.8 ft. Flash modes: Auto, Red-Eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro				
LCD monitor	2.0-inch low-temperature polysilicon TFT with 130,000 pixels				
Digital interface	RS-232C/RS-422				
Video output	NTSC/PAL				
Power source	Rechargeable lithium-ion battery, AC-5V power adapter				
Dimensions	79 (W) × 97.5 (H) × 33.4 (D) mm/3.1 (W) × 3.8 (H) × 1.3 (D) in.				
Weight	230 g/8.1 oz. (excluding batteries)				

Other Functions	Self-Timer
	Digital 2× Telephoto
	Exposure Compensation (–0.9 to +1.5 in 0.3 steps)
	Flash Power Setting (–0.6 to +0.6 in 0.3 steps)
	Continuous shooting (640 × 480 pixels mode only)
	Playback: Single Frame (with 4× Playback Zoom)/9 Multi-Frame/Automatic Playback
	Effect: Rainbow Cross, Silver Cross, Sepia, B/W
	Erase: Frame, All, Format
	Protect: Frame, All, Unprotect All
	DPOF: Frame, Review/Cancel, Set All, Cancel All
	PC modes

Included accessories	SmartMedia™ Card (8 MB, 3.3V)
	Rechargeable lithium-ion battery NP-80
	AC power adapter
	Video cable, Hand strap
	Serial cables for Windows® and Macintosh®
	CD-ROM for Windows® and Macintosh®
	• Data transfer software for downloads
	• TWAIN driver for downloads
	• Adobe® PhotoDeluxe Home Edition 3.0 for Windows®

Specifications are subject to change without notice.

SYSTEM CONFIGURATION



OPTIONAL ACCESSORIES

	SmartMedia™ Cards MG-4S MG-8S MG-16S MG-32S		Rechargeable Lithium-Ion Battery NP-80
	Floppy Disk Adapter FD-A2		Battery Charger BC-80
	PC Card Adapter PC-AD3		Soft Case SC-MX27
	Image Memory Card Reader SM-R1		

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For more information on Fujifilm digital products, please visit our Website: <http://home.fujifilm.com>



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